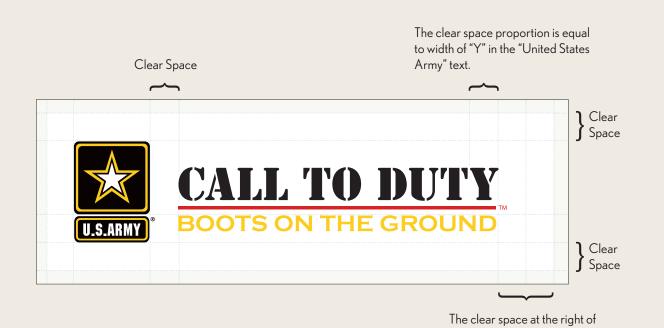


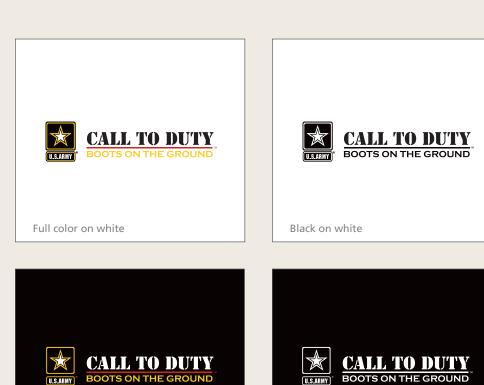
Brand Logo (Proportions)



the Brand Logo should be double

that of the left, top and bottom.

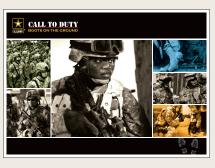
Brand Logo (Styles & Usage)



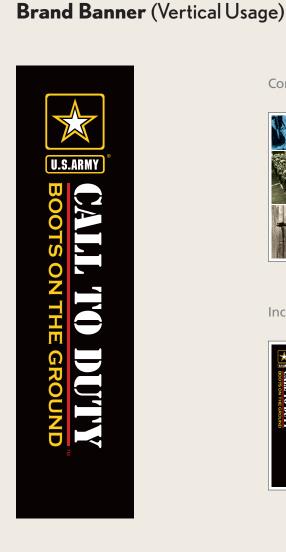
Brand Banner (Horizontal Usage)

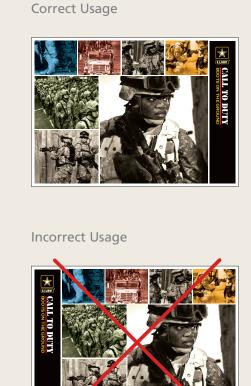
CALL TO DUTY **BOOTS ON THE GROUND**

Correct Usage

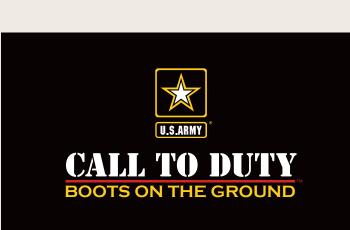








Brand Banner (Centered Usage)

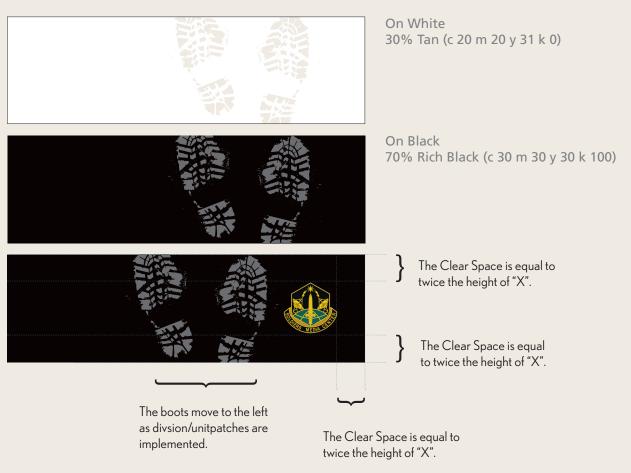




CTD BOTG Toolkit Poster.indd



Brand Footer (Styles & Usage)



U.S. Army Logo (Styles & Usage)







Brand Fonts

Copperplate Gothic Bold (Header) ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Nobel Light (Accent Font) abcdefghijklmnopgrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Nobel Regular (Body Copy) abcdefghijklmnopqrstuvwxyz 1234567890

c 30 m 30 y 30 k 100

Hexachrome #0A0203

Process c1m19y94k0 Hexachrome #FCCC22

Process c0m0y0k0 Hexachrome

#FFFFFF

Nobel Bold (Body Copy) abcdefghijklmnopqrstuvwxyz **ABCDEFGHIJKLMNOPQRSTUVWXYZ** 1234567890

ARMY.MIL Logo (Proportions)



WWW.ARMY.MIL Two Color WWW.ARMY.MIL

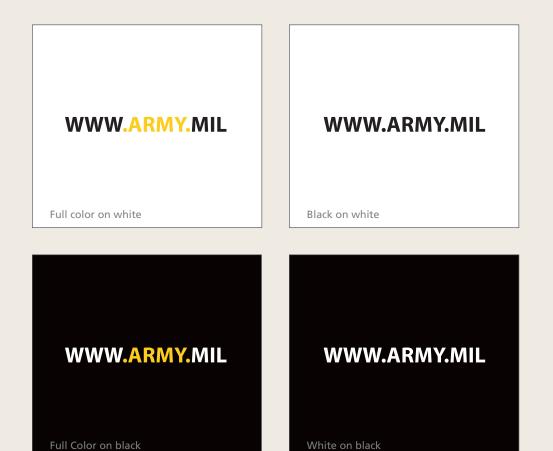


Hexachrome

#FFFFFF

ARMY.MIL Logo (Styles & Usage)

One Color



Sample Font Usage

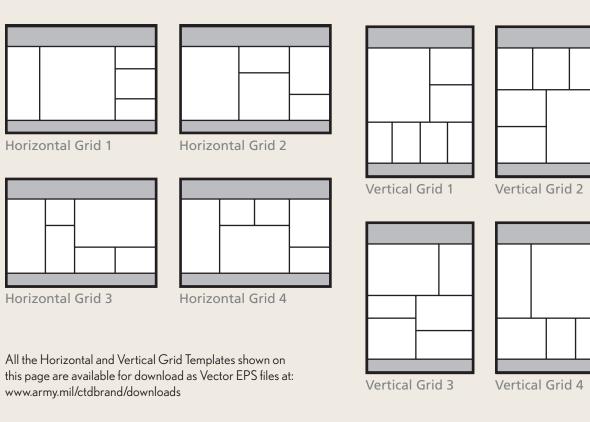
THE ARMY'S CAMPAIGN QUALITY

Combatant commanders are responsible for winning wars and commanding the joint forces that fight them; however, the Army is responsible for providing the bulk of the landpower needed to achieve those victories, set the conditions for an enduring peace, and sustain those conditions as long as needed to achieve that peace. The campaign quality and joint and expeditionary capabilities of Army forces offer the President and combatant commanders diverse options for security cooperation, crisis response, and warfighting. The Army's campaign quality is expressed in its ability to conduct sustained operations on land with a variety of units for as long as it takes to accomplish the Nation's political objectives. Its expeditionary capability is seen in its versatile organizations able to promptly deploy and operate in austere environments across the range of military operations. The campaign quality and expeditionary capability of Army forces make them relevant to today's operational environment and ready to meet any challenge to the Nation's security or well-being

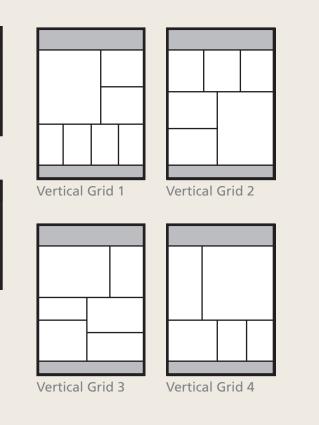
Header Font: Copperplate Gothic Bold Point: Size 18 pt Leading: 24 pt Tracking: 0

Body Copy Font: Nobel Regular Point: Size 9 pt **Leading:** 11 pt Tracking: 5

Horizontal Grid Templates







Brand Diagram

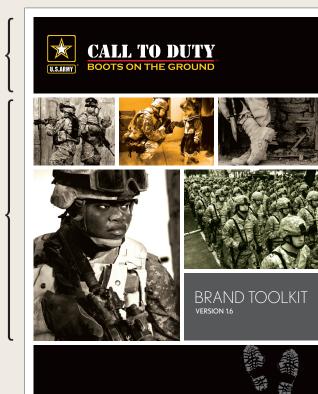
The Brand Banner

is the the identity of the Call To Duty

Boots On The Ground brand campaign

The image treatment using the associated

secondary colors area core visual component of the Call To Duty brand.



Specific fonts are used to create a consistent typographic style within the brand

The bootprints treatment in the Brand Footer is intended to symbolize the active roll of the Army with soldiers on the ground.





Primary Colors (Values)



Process

#FCCC22

c1m19y94k0

Hexachrome



Secondary Colors (Values)







Process

#8A4639

c30 m75 y75 k30

Hexachrome

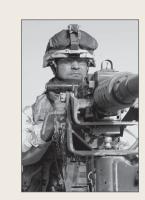


c 20 m 20 y 31 k 0 Hexachrome

Color Overlay Effect

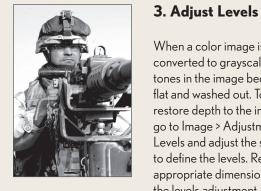


1. Open Color Image Open a high resolution color



Convert the color image to Grayscale by going to Image > Mode > Grayscale. The image will need to be converted back to cmyk before applying the Color Overlay.

2. Convert To Grayscale



When a color image is converted to grayscale the tones in the image become flat and washed out. To restore depth to the image go to Image > Adjustments > Levels and adjust the sliders

to define the levels. Resize to the appropriate dimensions. Once the levels adjustment has been made convert the image back to cmyk.



4. Color Overlay Create a layer below the image and fill that layer with the appropriate secondary color needed for the graphic set. Select the image layer and in your layer pull down settings for that layer select Luminosity. This should pull the image through the color below it.



